



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/870,296	05/30/2001	Tatsushi Nashida	450100-03302	7330

20999 7590 06/21/2010
FROMMER LAWRENCE & HAUG
745 FIFTH AVENUE- 10TH FL.
NEW YORK, NY 10151

EXAMINER

HOSSAIN, FARZANA E

ART UNIT	PAPER NUMBER
----------	--------------

2424

MAIL DATE	DELIVERY MODE
-----------	---------------

06/21/2010

PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

DETAILED ACTION

Response to Amendment

1. This office action is in response to communications filed 03/25/2010. Claims 1, 2, 4-6, and 8-11 are pending. Claims 1, 4, 8 and 9 are amended. Claims 2, 5, 6, 10 and 11 have been previously presented. Claims 3 and 7 are cancelled.

Response to Arguments

2. Applicant's arguments with respect to claims 1, 2, 8, 10 and 11 have been considered but are moot in view of the new ground(s) of rejection.

Regarding Claim 1, the applicant argues that the combination does not teach issuing a recording substitution request to an external device which separately receives a program a distribution center independently of the recording system such that the external device records the program received from the distribution center (Page 8). The applicant argues that Ellis discloses a remote media server in response to a record request (Pages 8-9). The applicant argues that the remote media server and user equipment receive the program through the same communication link 18 (Page 9).

In response to the arguments, the examiner respectfully disagrees. Kuroda discloses determination means for determining a failure in the local storage means or based on lack of storage space the storage means fails to record the program

Art Unit: 2424

requested to be recorded and/or reserved (Column 5, lines 60-65); means for issuing a recording substitution request to an external device for recording the program via the connection means in response to the determination means determining the failure (Figure 22, Figure 7). Ellis does not explicitly state how the distribution equipment transmits the program to the remote media server (Figure 2d). Ellis discloses the external device can be separate from the distribution center (page 5, paragraph 0075), wherein the external device records the program received upon receipt of the recording request (Page 6, paragraphs 0084-0085, Page 4, paragraphs 0065, Figures 2c, 2d, 24, 20). Lawler discloses an external device which is external to the recording system, the external device separately receiving the program from the distribution center independently of the recording system (Column 4, lines 1-10, 23-33) and wherein the external device records the program receiving from the distribution center upon receipt of a recording request (column 13, lines 26-25) and connection means for connecting via a wide area network with an external storage device which is external to the recording system (Column 5, lines 28-31, Figure 1, 14, Column 12, lines 29-31, 58-61, Column 13, 8-12, 26-36) and means for issuing a recording request to the external device for recording the program via the wide network by the connection means (Column 12, lines 29-31, 58-61, Column 13, 8-12, 26-36).

3. Regarding Claim 8, the applicant argues Kuroda does not disclose the external storage device separately receiving a program from a distribution center independent of the recording system (Page 12). The applicant argues that Lawler does not suggest

Art Unit: 2424

automatically issuing a record substitution request received from the distribution center independently and separately from the recording system (Page 12). The applicant argues the combination merely suggests that if the system has insufficient capacity to notify the user in addition to setting a record tag (Page 13).

In response to the arguments, Kuroda discloses determination means for determining a failure or based on lack of storage space the storage means fails to record the program requested to be recorded and/or reserved (Column 5, lines 60-65); means for issuing a recording substitution request to an external device for recording the program via the connection means in response to the determination means determining the failure (Figure 22, Figure 7). The broadest reasonable interpretation of the word failure includes lack of storage space as it fails to record in the selected storage device. Kuroda does not disclose that the external device is over a wide area network. Lawler discloses the issue portion for automatically issuing a recording request to the external storage device for recording the program via the wide network by the connection means (Column 12, lines 29-31, 58-61, Column 13, 8-12, 26-36). See response to Claim 1.

4. The applicant did not specifically argue the dependent claims.

See response above.

5. Applicant's arguments filed 03/25/2010 have been fully considered but they are not persuasive.

Regarding claims 4-6 and 9, the applicant argues that Kuroda, Ellis and Zigmond do not disclose a first storage means for recording programs and a second storage means for storing the program content with advertising information selected for at least one of the external devices (Page 9). The applicant argues that Ellis merely teaches a remote server and does not teach first storage means/portion for recording program content and second storage means/portion for storing the program content a) with advertising information selected for at least one of the external device or in claim 4 and b) with advertising content received independent of the distribution station in claim 9 (Page 10). The applicant argues Zigmond discloses advertisement repository and does not disclose first storage means/portion for recording program content and second storage means/portion for storing the program content a) with advertising information selected for at least one of the external device or in claim 4 and b) with advertising content received independent of the distribution station in claim 9 (page 11).

In response to the argument, the examiner respectfully disagrees. Zigmond discloses recording substitution portion (ad insertion device performing ad insertion via repository and switching unit) (Figure 5, Column 15, lines 24-27, 31-34) configured to one of a) stores a recorded program in the first storage means (Column 14, lines 9-11) and the advertising information in the second storage means for the external devices (Figure 5, 82, Column 11, lines 31-65), the advertising information stored as an insert in the recorded program in addition to original commercial information included in the recorded program as only obsolete ads will be replaced (Column 14, lines 1-12) and b) stores the recorded program stored in the first storage means (Column 14, lines 9-11)

Art Unit: 2424

and the advertising information as a substitute (Column 15, lines 31-34) for the original information in the recorded program stored in the storage means (Column 7, lines 10-11, 13-20, Column 15, lines 31-34, Column 14, lines 1-12). Zigmond discloses a first storage means and a second storage means. Kuroda disclose a recording system for recording and/or reserving a program (Figure 1) and a recording substitution system for substitutionally recording a program (Figure 1), comprising: means for accepting a request to record and/or reserve a program (Column 4, lines 18-50); first storage means for recording a program (Column 4, lines 18-50, Figure 2, 103, 105); connection means for connecting with external devices (Column 4, lines 38-44, Column 5, lines 60-65); means for receiving a program (Figure 1, Figure 2); recording substitution means for responding to the reception of a recording substitution request from at least one of the external devices via the connection means for receiving and recording means for issuing a recording substitution request to an external device for recording the program via the connection means (Figure 22, Figure 7). Ellis discloses connection means for connecting via a wide area network with an external device which is external to the recording system (Page 6, paragraphs 0084, Page 4, paragraphs 0065, Figures 2c, 2d, 24, 20), means for issuing a recording request to the external device for recording the program via the wide network by the connection means (Page 6, paragraphs 0084-0085, Page 4, paragraphs 0065, Figures 2c, 2d, 24, 20) and first storage means for recording program content of the program (Page 4, paragraph 0060, Figure 7, 31, 32, Page 8, paragraphs 0100, 0102) and second storage means for storing the program

Art Unit: 2424

content with advertising information (Page 4, paragraph 0060, Figure 7, 29, 32, Page 9, paragraph 0109, Page 8, paragraph 0100).

Specifically regarding Claim 9, the limitation receiving program content with advertising content independent of distribution station is interpreted as received by another means and not directly from the distribution center. Ellis discloses first storage means for recording program content of the program (Page 4, paragraph 0060, Figure 7, 31, 32, Page 8, paragraphs 0100, 0102) and second storage means for storing the program content with advertising information independently of the distribution station or receiving from set top box. Zigmond discloses advertising content received independently of the distribution center (Figure 5, 86, Figure 4, 62, Column 11, lines 31-65).

The applicant did not specifically argue the dependent claims.

See response above.

Claim Rejections - 35 USC § 103

6. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Art Unit: 2424

7. Claims 1, 2 and 8 are rejected under 35 U.S.C. 103(a) as being unpatentable over Kuroda (US 6,311,011) in view of Lawler et al (US 5,805,763 and hereafter referred to as “Lawler”) and Ellis et al (US 2003/0149988 and hereafter referred to as “Ellis”).

Regarding Claim 1, Kuroda disclose a recording system for recording and/or reserving a program (Figure 1) and a recording substitution system for substitutionally recording a program (Figure 1), comprising:

Receiving means for receiving the program from a distribution center external to the recording system (Column 6, lines 55-65);

means for accepting a request to record and/or reserve a program (Column 4, lines 18-50); local storage means for recording a program (Column 4, lines 18-50, Figure 2, 103, 105);

connection means for connecting with an external device (Column 4, lines 38-44, Column 5, lines 60-65); means for receiving a program (Figure 1, Figure 2);

determination means for determining a failure in the local storage means or based on lack of storage space the storage means fails to record the program requested to be recorded and/or reserved (Column 5, lines 60-65);

means for issuing a recording substitution request to an external device for recording the program via the connection means in response to the determination means determining the failure (Figure 22, Figure 7). Kuroda discloses recording substitution means or the recorder/player for responding to reception of a recording substitution request via connection means and receiving and recording a corresponding

Art Unit: 2424

in the storage means (Column 5, lines 60-65, Figure 7) and the external device records the program receiving from the distribution center upon receipt of the recording substitution request (Figure 22, Figure 7). Kuroda discloses the recording system or recording substitution system receives and records television programs in the storage means or the external device.

Kuroda is silent for connection means for connecting via a wide area network with an external device which is external to the recording system, the external device separately receiving the program from the distribution center independently of the recording system means for issuing a recording request to the external device for recording the program via the wide network by the connection means, wherein the external device records the program receiving from the distribution center upon receipt of the recording request.

In analogous art, Lawler discloses an external device which is external to the recording system, the external device separately receiving the program from the distribution center independently of the recording system (Column 4, lines 1-10, 23-33) and wherein the external device records the program receiving from the distribution center upon receipt of a recording request (column 13, lines 26-25) and connection means for connecting via a wide area network with an external storage device which is external to the recording system (Column 5, lines 28-31, Figure 1, 14, Column 12, lines 29-31, 58-61, Column 13, 8-12, 26-36) and means for issuing a recording request to the external device for recording the program via the wide network by the connection means (Column 12, lines 29-31, 58-61, Column 13, 8-12, 26-36).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Kuroda to include an external device which is external to the recording system, the external device separately receiving the program from the distribution center independently of the recording system (Column 4, lines 1-10, 23-33), means for issuing a recording request to the external device for recording the program via the wide network by the connection means (Column 12, lines 29-31, 58-61, Column 13, 8-12, 26-36 and wherein the external device records the program receiving from the distribution center upon receipt of a recording request (column 13, lines 26-25) as taught by Lawler in order to monitor user selections (Column 13, lines 27-30) as disclosed by Lawler.

Lawler does not explicitly disclose external device receives the request from the recording system or that the external device can be separate from the distribution center. The combination is silent for means for issuing a recording request to the external device for recording the program via the wide network by the connection means, wherein the external device records the program received upon receipt of the recording request.

In analogous art, Ellis discloses means for accepting a request to record and/or reserve a program (Page 6, paragraph 0084-0086, Figure 5); local storage means for recording the program (Page 6, paragraph 0086, Figure 7, 32, 31, 29); connection means for connecting via a wide area network with an external device which is external to the recording system (Page 6, paragraphs 0084, Page 5, paragraph 0075, Page 4, paragraphs 0065, Figures 2c, 2d, 24, 20), means for issuing a recording request to the

Art Unit: 2424

external device for recording the program via the wide network by the connection means (Page 6, paragraphs 0084-0085, Page 4, paragraphs 0065, Figures 2c, 2d, 24, 20), the external device can be separate from the distribution center (page 5, paragraph 0075), wherein the external device records the program received upon receipt of the recording request (Page 6, paragraphs 0084-0085, Page 4, paragraphs 0065, Figures 2c, 2d, 24, 20). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the combination to include remaining limitations as taught by Ellis in order to provide make it convenient for users to play programs on demand instead of the users having to wait for a previously scheduled program to possibly repeat at a time scheduled by the provider (Page 1, paragraphs 0009-0011) as disclosed by Ellis.

Furthermore, in *KSR International Co. Teleflex Inc.*, 82 USPQ2d 1385, 1395 (2007), the Court found that if all the claimed elements are known in the prior art then one skilled in the art could have combined the elements as claimed by known methods with no change in their respective functions, and the combination would have yield predictable results to one of ordinary skill in the art at the time of the invention.

Regarding Claim 2, Kuroda, Lawler and Ellis disclose all the limitations of Claim 1. Kuroda discloses the determination means generates a negative result when a remaining capacity of the storage means is not sufficient for recording a broadcast program requested to be recorded and/or reserved (Figure 7, Column 5, lines 60-65).

Regarding Claim 8, Kuroda disclose a recording system for recording and/or reserving a program (Figure 1) and a recording substitution system for substitutionally recording a program (Figure 1, Figure 2), comprising: receiving portion for receiving the program from a distribution center external to the recording system (Column 6, lines 55-65 a request accept portion configured to accept a request to record and/or reserve the program (Column 4, lines 18-50); local storage portion for recording a program (Column 4, lines 18-50, Figure 2, 103, 105, Figure 9, 812); connection portion for connecting with an external device (Column 4, lines 38-44, Column 5, lines 60-65); means for receiving a program (Figure 1, Figure 2); determination portion for determining a failure in the recording system in or based on lack of storage space the storage means fails to record the program requested to be recorded and/or reserved (Column 5, lines 60-65); means for automatically issuing a recording substitution request to the external device for recording the program via the connection means in response to the determination portion determining the failure (Figure 22, Figure 7). Kuroda discloses recording substitution means or the recorder/player for responding to reception of a recording substitution request via connection means and receiving and recording a corresponding in the storage means (Column 5, lines 60-65, Figure 7). Kuroda discloses that external storage devices can be numerous external storage devices (Figure 2, 105, Figure 9, 821-823, Column 8, lines 25-32). Kuroda discloses if a user selects a program to be recorded and the local storage device runs out of space, the program is automatically not deleted by being moved to the external storage device (Figure 22, Column 12, lines 16-24). Therefore, Kuroda does not explicitly disclose automatically issuing recording

Art Unit: 2424

request to an external storage device. Kuroda is silent for connection means for connecting via a wide area network with an external storage device which is external to the recording system, issue portion automatically issuing a recording request to the external storage device for recording the program via the wide network by the connection means.

In analogous art, Lawler discloses means for accepting a request to record and/or reserve a program (Column 12, lines 29-31, 58-61); local storage means for recording the program (Figure 2, 23); connection means for connecting via a wide area network with an external storage device which is external to the recording system (Column 5, lines 28-31, Figure 1, 14, Column 12, lines 29-31, 58-61, Column 13, 8-12, 26-36), issue portion for automatically issuing a recording request to the external storage device for recording the program via the wide network by the connection means (Column 12, lines 29-31, 58-61, Column 13, 8-12, 26-36). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Kuroda to include means for accepting a request to record and/or reserve a program (Column 12, lines 29-31, 58-61); local storage means for recording the program (Figure 2, 23); connection means for connecting via a wide area network with an external storage device which is external to the recording system (Column 5, lines 28-31, Figure 1, 14, Column 12, lines 29-31, 58-61, Column 13, 8-12, 26-36), issue portion for automatically issuing a recording request to the external storage device for recording the program via the wide network by the connection means (Column 12, lines 29-31, 58-61, Column 13, 8-12, 26-36) as taught by Lawler in order to provide allow

Art Unit: 2424

users to access a single recorded program (Column 13, 8-12, 26-36) as disclosed by Lawler.

The combination is silent for that the external device can be separate from the distribution center, wherein the external device records the program received upon receipt of the recording request.

In analogous art, Ellis discloses means for accepting a request to record and/or reserve a program (Page 6, paragraph 0084-0086, Figure 5); local storage means for recording the program (Page 6, paragraph 0086, Figure 7, 32, 31, 29); connection means for connecting via a wide area network with an external device which is external to the recording system (Page 6, paragraphs 0084, Page 5, paragraph 0075, Page 4, paragraphs 0065, Figures 2c, 2d, 24, 20), means for issuing a recording request to the external device for recording the program via the wide network by the connection means (Page 6, paragraphs 0084-0085, Page 4, paragraphs 0065, Figures 2c, 2d, 24, 20), the external device can be separate from the distribution center (page 5, paragraph 0075), wherein upon receiving the recording request the external storage device records the program received (Page 6, paragraphs 0084-0085, Page 4, paragraphs 0065, Figures 2c, 2d, 24, 20). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the combination to include remaining limitations as taught by Ellis in order to provide make it convenient for users to play programs on demand instead of the users having to wait for a previously scheduled program to possibly repeat at a time scheduled by the provider (Page 1, paragraphs 0009-0011) as disclosed by Ellis.

Furthermore, the *KSR* Court found that if all the claimed elements are known in the prior art then one skilled in the art could have combined the elements as claimed by known methods with no change in their respective functions, and the combination would have yield predictable results to one of ordinary skill in the art at the time of the invention. *KSR*, 82 USPQ2d at 1395.

8. Claims 4-6 and 9 are rejected under 35 U.S.C. 103(a) as being unpatentable over Kuroda in view of Ellis and Zigmond et al (US 6,698,020 and hereafter referred to as “Zigmond”).

Regarding Claim 4, Kuroda disclose a recording system for recording and/or reserving a program (Figure 1) and a recording substitution system for substitutionally recording a program (Figure 1), comprising: means for accepting a request to record and/or reserve a program (Column 4, lines 18-50); first storage means for recording a program content of the program (Column 4, lines 18-50, Figure 2, 103, 105); connection means for connecting with external devices (Column 4, lines 38-44, Column 5, lines 60-65); means for receiving a program (Figure 1, Figure 2); recording substitution means for responding to the reception of a recording substitution request from at least one of the external devices via the connection means for receiving and recording means for recording the program content (Figure 22, Figure 7).

Kuroda discloses recording substitution means or the recorder/player for responding to reception of a recording substitution request via connection means and receiving and recording a corresponding in the storage means (Column 5, lines 60-65,

Art Unit: 2424

Figure 7). Kuroda discloses the recording system or recording substitution system receives and records television programs in the first storage means or the external device, which necessarily includes commercials.

Kuroda is silent on means for receiving the program from the distribution station, second storage means for storing customized program content, user information management means for storing user information about each requesting origin, and obtaining advertising information appropriate for a user attribute of the requesting origin via the connection means and recording substitution means is configured to one of a) stores the advertising information in the storage means as an insert in a recorded program content stored in the storage means in addition to original commercial information included in the recorded program content and b) stores the advertising information as a substitute for the original information in the recorded program content. Kuroda is silent for connection means for connecting via a wide area network with external devices which is external to the recording system, means for issuing a recording request from at least one of the external devices via connection means for receiving and recording the program via the wide network by the connection means and for receiving and recording a program corresponding to the request in the storage means.

The combination is silent on second storage means for storing customized program content, user information management means for storing user information about each requesting origin, and obtaining advertising information appropriate for a user attribute of the requesting origin via the connection means and recording

Art Unit: 2424

substitution means is configured to one of a) stores the advertising information in the storage means as an insert in a recorded program content stored in the storage means in addition to original commercial information included in the recorded program content and b) stores the advertising information as a substitute for the original information in the recorded program content. Kuroda is silent for connection means for connecting via a wide area network with external devices which is external to the recording system, means for issuing a recording request from at least one of the external devices via connection means for receiving and recording the program via the wide network by the connection means and for receiving and recording a program corresponding to the request in the storage means.

In analogous art, Ellis discloses means for accepting a request to record and/or reserve a program (Page 6, paragraph 0084-0086, Figure 5); local storage means for recording the program (Page 6, paragraph 0086, Figure 7, 32, 31, 29); connection means for connecting via a wide area network with external devices which is external to the recording system including remote media server for recording programs, television distribution facility for distributing television, program, advertisements, video and/or program guide data (Page 3, paragraph 0060, Page 4, paragraph 0064, 0066, 0069-0070, Figure 2c, 61, 24, Figure 2d, 61, 24), means for issuing a recording request from at least one of the external devices via connection means for receiving and recording the program via the wide network by the connection means and for receiving and recording a program corresponding to the request in the storage means (Page 6, paragraphs 0084-0086, Page 4, paragraphs 0065, Figures 2c, 2d, 24, 20), first storage

Art Unit: 2424

means for recording program content of the program (Page 4, paragraph 0060, Figure 7, 31, 32, Page 8, paragraphs 0100, 0102) and second storage means for storing the program content with advertising information (Page 4, paragraph 0060, Figure 7, 29, 32, Page 9, paragraph 0109, Page 8, paragraph 0100).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the combination to include connection means for connecting via a wide area network with external devices which is external to the recording system including remote media server for recording programs, television distribution facility for distributing television, program, advertisements, video and/or program guide data (Page 3, paragraph 0060, Page 4, paragraph 0064, 0066, 0069-0070, Figure 2c, 61, 24, Figure 2d, 61, 24), means for issuing a recording request from at least one of the external devices via connection means for receiving and recording the program via the wide network by the connection means and for receiving and recording a program corresponding to the request in the storage means (Page 6, paragraphs 0084-0086, Page 4, paragraphs 0065, Figures 2c, 2d, 24, 20); second storage means for storing the program content with advertising information (Page 4, paragraph 0060, Figure 7, 29, 32, Page 9, paragraph 0109, Page 8, paragraph 0100) as taught by Ellis in order to provide make it convenient for users to play programs on demand instead of the users having to wait for a previously scheduled program to possibly repeat at a time scheduled by the provider (Page 1, paragraphs 0009-0011) as disclosed by Ellis.

The combination is silent on second storage means for storing the program content with advertising information selected for at least one of the external devices; user information management means for storing user information about each requesting origin, and obtaining advertising information appropriate for a user attribute of the requesting origin from another external device or advertising source via the wide area network by the connection means and the recording substitution means or ad insertion device configured to one of a) stores a recorded program in the first storage means and the advertising information in the second storage means, the advertising information stored as an insert in the recorded program in addition to original commercial information included in the recorded program as only obsolete ads will be replaced and b) stores the recorded program stored in the first storage means and the advertising information as a substitute for the original information in the recorded program content stored in the storage means.

In analogous art, Zigmond discloses connection means to external devices (Figure 4, 62, 66, Column 9, lines 39-55); first storage means for recording the program (Column 14, lines 9-11); second storage means for storing advertising information selected for at least one of the external devices (Column 13, lines 38-57, Column 11, lines 31-65, Column 15, lines 25-30); user information management means for storing user information about each requesting origin (Figure 5, 82), and obtaining advertising information appropriate for a user attribute of the requesting origin from another external device or advertising source via the wide area network by the connection means (Figure 5, Figure 6, Column 7, lines 9-12, Column 11, lines 31-65, Figure 4, 62, 66, Column 9,

Art Unit: 2424

lines 39-55, Column 14, lines 4-6) and the recording substitution means or ad insertion device (Figure 5, 80, 86, 83, 82, 81). Zigmond discloses recording substitution portion (ad insertion device performing ad insertion via repository and switching unit) (Figure 5, Column 15, lines 24-27, 31-34) configured to one of a) stores a recorded program in the first storage means (Column 14, lines 9-11) and the advertising information in the second storage means (Figure 5, 82), the advertising information stored as an insert in the recorded program in addition to original commercial information included in the recorded program as only obsolete ads will be replaced (Column 14, lines 1-12) and b) stores the recorded program stored in the first storage means (Column 14, lines 9-11) and the advertising information as a substitute (Column 15, lines 31-34) for the original information in the recorded program stored in the storage means (Column 7, lines 10-11, 13-20, Column 15, lines 31-34, Column 14, lines 1-12).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the combination to include second storage means for storing program content with advertising information selected for at least one of the external devices (Figure 5, 86, Column 13, lines 38-57, Column 14, lines 9-12, Column 15, lines 25-30); user information management means for storing user information about each requesting origin (Figure 5, 82), and obtaining advertising information appropriate for a user attribute of the requesting origin from another external device or advertising source via the wide area network by the connection means (Figure 5, Figure 6, Column 7, lines 9-12, Column 11, lines 31-65, Figure 4, 62, 66, Column 9, lines 39-55) and the recording substitution means or ad insertion device (Figure 5, 80,

Art Unit: 2424

86, 83, 82, 81) configured to one of a) stores a recorded program in the first storage means (Column 14, lines 9-11) and the advertising information in the second storage means (Figure 5, 82), the advertising information stored as an insert in the recorded program in addition to original commercial information included in the recorded program as only obsolete ads will be replaced (Column 14, lines 1-12) and b) stores the recorded program stored in the first storage means (Column 14, lines 9-11) and the advertising information as a substitute (Column 15, lines 31-34) for the original information in the recorded program stored in the storage means (Column 7, lines 10-11, 13-20, Column 15, lines 31-34, Column 14, lines 1-12) as taught by Zigmond in order to provide advertisements that are more interesting to the viewer for premium payment from the advertiser (Column 1, lines 23-35) as disclosed by Zigmond.

Furthermore, the *KSR* Court found that if all the claimed elements are known in the prior art then one skilled in the art could have combined the elements as claimed by known methods with no change in their respective functions, and the combination would have yield predictable results to one of ordinary skill in the art at the time of the invention. *KSR*, 82 USPQ2d at 1395.

Regarding Claim 5, Kuroda, Ellis and Zigmond disclose all the limitations of Claim 4. Kuroda discloses when the recorder is connected with the Internet; the video recorder may store signals via World Wide Web in the temporary storage device (Column 12, lines 28-44). It is noted that the World Wide Web records data from a

Art Unit: 2424

plurality of external devices (plurality of users) and the substitution means is located upstream from the user and records program per users' requests.

Regarding Claim 6, Kuroda, Ellis and Zigmond disclose all the limitations of Claim 4. Kuroda discloses comprising user information management means for storing user information about each requesting origin, wherein the recording substitution means records a broadcast program in a format appropriate for a user attribute of the requesting origin including HDD format, DVD format or VCR format (Figure 1, 105, Figure 7, Figure 22).

Regarding Claim 9, Kuroda disclose a recording substitution system for substitutionally recording a program (Figure 1), comprising:

- receiving portion configured to receive a program (Figure 1, Figure 2);

- a first storage portion configured to record a program (Column 4, lines 18-50, Figure 2, 103, 105);

- connection portion configured to connect with external devices (Column 4, lines 38-44, Column 5, lines 60-65);

- recording substitution portion configured to respond to the reception of a recording substitution request from at least one of the external devices via the connection means for receiving and recording means for issuing a recording substitution request to an external device for recording the program via the connection portion (Figure 22, Figure 7).

Kuroda discloses recording substitution means or the recorder/player for responding to reception of a recording substitution request via connection means and receiving and recording a corresponding in the storage means (Column 5, lines 60-65, Figure 7). Kuroda discloses the recording system or recording substitution system receives and records television programs in the storage means or the external device, which necessarily includes commercials.

Kuroda is silent for a second storage portion configured to store customized program content; connection portion for connecting via a wide area network with external devices, means for responding to reception of a recording request from at least one of the external devices via connection means for receiving and recording the program via the wide network by the connection means. Kuroda is silent on recording substitution means is configured to one of a) stores the new advertising content, received from another external device, in the storage portion as a replacement for advertising content in the recorded program stored in the storage portion and b) store additional advertising content, received from the another external device, in the storage portion as an insert in the recorded program stored in the storage portion.

In analogous art, Ellis discloses means for accepting a request to record and/or reserve a program (Page 6, paragraph 0084-0086, Figure 5); local storage means for recording the program (Page 6, paragraph 0086, Figure 7, 32, 31, 29); connection means for connecting via a wide area network with external devices which is external to the recording system including remote media server for recording programs, television distribution facility for distributing television, program, advertisements, video and/or

Art Unit: 2424

program guide data (Page 3, paragraph 0060, Page 4, paragraph 0064, 0066, 0069-0070, Figure 2c, 61, 24, Figure 2d, 61, 24), means for issuing a recording request from at least one of the external devices via connection means for receiving and recording the program via the wide network by the connection means and for receiving and recording a program corresponding to the request in the storage means (Page 6, paragraphs 0084-0086, Page 4, paragraphs 0065, Figures 2c, 2d, 24, 20); first storage means for recording program content of the program (Page 4, paragraph 0060, Figure 7, 31, 32, Page 8, paragraphs 0100, 0102) and second storage means for storing the program content with advertising information independent of the distribution station or receiving from set top box (Page 4, paragraph 0060, Figure 7, 29, 32, Page 9, paragraph 0109, Page 8, paragraph 0100).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Kuroda to include connection portion for connecting via a wide area network with external devices which is external to the recording system including remote media server for recording programs, television distribution facility for distributing television, program, advertisements, video and/or program guide data (Page 3, paragraph 0060, Page 4, paragraph 0064, 0066, 0069-0070, Figure 2c, 61, 24, Figure 2d, 61, 24), means for issuing a recording request from at least one of the external devices via connection means (Page 6, paragraphs 0084-0086, Page 4, paragraphs 0065, Figures 2c, 2d, 24, 20); first storage means for recording program content of the program (Page 4, paragraph 0060, Figure 7, 31, 32, Page 8, paragraphs 0100, 0102) and second storage means for storing the program

Art Unit: 2424

content with advertising information independent of the distribution station or receiving from set top box as taught by Ellis in order to provide make it convenient for users to play programs on demand instead of the users having to wait for a previously scheduled program to possibly repeat at a time scheduled by the provider (Page 1, paragraphs 0009-0011) as disclosed by Ellis.

The combination is silent on second storage means for storing customized program content; and the recording substitution means or ad insertion device configured to one of is configured to one of a) store a recorded program in the first storage means and the new advertising content, received from another external device, as a replacement for advertising content in the recorded program stored in the storage and b) store the recorded program stored in the first storage portion and additional advertising content, received from the another external device, in the second storage portion, the additional advertising content stored as an insert in the recorded.

In analogous art, Zigmond discloses connection means to external devices (Figure 4, 62, 66, Column 9, lines 39-55); first storage means for recording the program (Column 14, lines 9-11); second storage means for storing advertising content independent of the distribution center (Figure 5, 86, Figure 4, 62, Column 11, lines 31-65, Column 13, lines 38-57, Column 15, lines 25-30); user information management means for storing user information about each requesting origin (Figure 5, 82), and obtaining advertising information appropriate for a user attribute of the requesting origin from another external device or advertising source via the wide area network by the connection means (Figure 5, Figure 6, Column 7, lines 9-12, Column 11, lines 31-65,

Art Unit: 2424

Figure 4, 62, 66, Column 9, lines 39-55, Column 14, lines 4-6) and the recording substitution means or ad insertion device (Figure 5, 80, 86, 83, 82, 81). Zigmond discloses recording substitution portion (ad insertion device performing ad insertion via repository and switching unit) (Figure 5, Column 15, lines 24-27, 31-34) is configured to one of a) store a recorded program in the first storage means (Column 14, lines 9-11) and the new advertising content (in the advertisement repository) Column 15, lines 31-34), received from another external device (Figure 4, 62), as a replacement for advertising content in the recorded program stored in the storage portion (Column 15, lines 30-33, Column 7, lines 10-11, 13-20, Column 15, lines 31-34, Column 14, lines 1-12) and b) store the recorded program stored in the first storage portion and additional advertising content, received from the another external device, in the second storage portion, the additional advertising content stored as an insert in the recorded program as only obsolete ads will be replaced (Column 14, lines 1-12).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the combination to include second storage means for storing advertising content independent of the distribution center (Figure 5, 86, Figure 4, 62, Column 11, lines 31-65, (Figure 5, 86, Column 13, lines 38-57, Column 15, lines 25-30); recording substitution portion (Figure 1, 85, Column 15, lines 24-27, 31-34) is configured to one of) store a recorded program in the first storage means (Column 14, lines 9-11) and the new advertising content (in the advertisement repository) Column 15, lines 31-34), received from another external device (Figure 4, 62), as a replacement for advertising content in the recorded program stored in the

Art Unit: 2424

storage portion (Column 15, lines 30-33, Column 7, lines 10-11, 13-20, Column 15, lines 31-34, Column 14, lines 1-12) and b) store the recorded program stored in the first storage portion and additional advertising content, received from the another external device, in the second storage portion, the additional advertising content stored as an insert in the recorded program as only obsolete ads will be replaced (Column 14, lines 1-12) as taught by Zigmond in order to provide advertisements that are more interesting to the viewer for premium payment from the advertiser (Column 1, lines 23-35) as disclosed by Zigmond.

Furthermore, the *KSR* Court found that if all the claimed elements are known in the prior art then one skilled in the art could have combined the elements as claimed by known methods with no change in their respective functions, and the combination would have yield predictable results to one of ordinary skill in the art at the time of the invention. *KSR*, 82 USPQ2d at 1395.

9. Claims 10 and 11 are rejected under 35 U.S.C. 103(a) as being unpatentable over Kuroda in view of Lawler and Ellis, as applied to Claim 1 and 8, further in view of Zigmond.

Regarding Claim 10, Kuroda, Lawler and Ellis disclose all the limitations of Claim 1 Kuroda discloses receiving and recording television programs in the storage means or the external device, which necessarily includes commercials. Ellis discloses connection means for connecting via a wide area network with external devices which is external to the recording system (Page 3, paragraph 0060, Page 4, paragraph 0064, 0066, 0069-

Art Unit: 2424

0070, Figure 2c, 61, 24, Figure 2d, 61, 24), means for issuing a recording request from at least one of the external devices via connection means for receiving and recording the program via the wide network by the connection means and for receiving and recording a program corresponding to the request in the storage means (Page 6, paragraphs 0084-0086, Page 4, paragraphs 0065, Figures 2c, 2d, 24, 20). Ellis discloses external device includes user information management means (Page 6, paragraph 0082). Kuroda and Ellis is silent on a recording medium obtaining advertising information appropriate for a user attribute of the requesting origin via the connection means and one of a) inserts the advertising information in a recorded program stored in the storage means in addition to original commercial information included in the recorded program and b) substitutes the advertising information for the original information in the recorded program.

In analogous art, Zigmond discloses any recording medium comprising recording substitution means obtaining advertising information appropriate for a user attribute of the requesting origin by the connection means (Figure 5, Figure 6, Column 7, lines 9-12, Column 11, lines 31-65, Figure 4, 62, 66, Column 9, lines 39-55). Zigmond discloses recording substitution means (ad insertion device performing ad insertion via repository and switching unit) (Figure 5, Column 15, lines 24-27, 31-34) configured to one of a) inserts the advertising information in a recorded program in addition to original commercial information or any commercials that an advertiser can specify to be shown during a particular program and only some commercials have to be replaced in a recorded program so inserting new commercials to original commercials with the

Art Unit: 2424

recorded program (Column 14, lines 1-12, Column 12, lines 54-59) included in the recorded program interpreted which is met by some commercials or advertisements are overwritten based on timewise data (Column 14, lines 1-12) and b) replacing or substituting for the original commercial information included in the recorded program (Column 14, lines 1-12). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to combine Zigmond to include any recording medium comprising recording substitution means obtaining advertising information appropriate for a user attribute of the requesting origin by the connection means (Figure 5, Figure 6, Column 7, lines 9-12, Column 11, lines 31-65, Figure 4, 62, 66, Column 9, lines 39-55) and one of a) inserting into the recorded program (Figure 5, Figure 6, Column 7, lines 9-12, Column 11, lines 31-65) in addition to original commercial information or any commercials that an advertiser can specify to be shown during a particular program included in the recorded program some commercials or advertisements are overwritten based on timewise data (Column 14, lines 1-12, Column 12, lines 54-9) and b) replacing or substituting for the original commercial information included in the recorded program (Column 14, lines 1-12) to the external device (any recording medium) of the combination in order to provide advertisements that are more interesting to the viewer for premium payment from the advertiser (Column 1, lines 23-35) as disclosed by Zigmond.

Furthermore, the *KSR* Court found that if all the claimed elements are known in the prior art then one skilled in the art could have combined the elements as claimed by known methods with no change in their respective functions, and the combination would

Art Unit: 2424

have yield predictable results to one of ordinary skill in the art at the time of the invention. *KSR*, 82 USPQ2d at 1395.

Regarding Claim 11, Kuroda, Lawler and Ellis disclose all the limitations of Claim 8. Kuroda discloses receiving and recording television programs in the storage means or the external device, which necessarily includes commercials. Lawler discloses connection means for connecting via a wide area network with an external storage device which is external to the recording system (Column 5, lines 28-31, Figure 1, 14, Column 12, lines 29-31, 58-61, Column 13, 8-12, 26-36), issue portion for issuing a recording request to the external storage device for recording the program via the wide network by the connection means (Column 12, lines 29-31, 58-61, Column 13, lines 8-12, 26-36). Lawler discloses external device includes user information management means (Column 13, lines 8-12, 26-36). Kuroda and Lawler is silent on a recording medium obtaining advertising information appropriate for a user attribute of the requesting origin via the connection means and one of a) inserts the advertising information in a recorded program stored in the storage means in addition to original commercial information included in the recorded program and b) substitutes the advertising information for the original information in the recorded program.

In analogous art, Zigmond discloses any recording medium comprising recording substitution means obtaining advertising information appropriate for a user attribute of the requesting origin by the connection means (Figure 5, Figure 6, Column 7, lines 9-12, Column 11, lines 31-65, Figure 4, 62, 66, Column 9, lines 39-55). Zigmond discloses

Art Unit: 2424

recording substitution means (ad insertion device performing ad insertion via repository and switching unit) (Figure 5, Column 15, lines 24-27, 31-34) configured to one of a) inserting the advertising information in a recorded program in addition to original commercial information or any commercials that an advertiser can specify to be shown during a particular program and only some commercials have to be replaced in a recorded program so inserting new commercials to original commercials with the recorded program (Column 14, lines 1-12, Column 12, lines 54-59) included in the recorded program interpreted which is met by some commercials or advertisements are overwritten based on timewise data (Column 14, lines 1-12) and b) replacing or substituting for the original commercial information included in the recorded program (Column 14, lines 1-12). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to combine Zigmond to include any recording medium comprising recording substitution means obtaining advertising information appropriate for a user attribute of the requesting origin by the connection means (Figure 5, Figure 6, Column 7, lines 9-12, Column 11, lines 31-65, Figure 4, 62, 66, Column 9, lines 39-55) and one of a) inserting into the recorded program (Figure 5, Figure 6, Column 7, lines 9-12, Column 11, lines 31-65) in addition to original commercial information or any commercials that an advertiser can specify to be shown during a particular program included in the recorded program some commercials or advertisements are overwritten based on timewise data (Column 14, lines 1-12, Column 12, lines 54-9) and b) replacing or substituting for the original commercial information included in the recorded program (Column 14, lines 1-12) to the external device (any

Art Unit: 2424

recording medium) of the combination of Lawler and Kuroda in order to provide advertisements that are more interesting to the viewer for premium payment from the advertiser (Column 1, lines 23-35) as disclosed by Zigmond.

Furthermore, the *KSR* Court found that if all the claimed elements are known in the prior art then one skilled in the art could have combined the elements as claimed by known methods with no change in their respective functions, and the combination would have yield predictable results to one of ordinary skill in the art at the time of the invention. *KSR*, 82 USPQ2d at 1395.

Conclusion

10. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of

Art Unit: 2424

the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

11. Any inquiry concerning this communication or earlier communications from the examiner should be directed to FARZANA HOSSAIN whose telephone number is (571)272-5943. The examiner can normally be reached on Monday to Friday 8:00 am to 4:00 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Christopher Kelley can be reached on 571-272-7331. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/FARZANA HOSSAIN/
Primary Examiner, Art Unit 2424

Application/Control Number: 09/870,296

Page 34

Art Unit: 2424

June 17, 2010